

# Best use of content marketing

Pagabo, one of the UK's leading public sector framework providers, and its long-standing PR and marketing partner Cartwright Communications launched their highly successful content series Pagabo Live to drive public sector awareness of the procurement field.

Topical monthly knowledge sessions feature a panel of construction industry experts to target relevant procurement-related issues, dissecting the complexities to enhance public sector knowledge. Each session is hosted by Tom Snee of Cartwright Communications as a neutral voice with the industry knowledge needed to facilitate these conversations - and each session is fully campaign pre and post event across multiple channels and generating an average of four pieces of content from the discussions, in addition to social media and email marketing.

The eight sessions have drawn a signed-up audience of more than 1,100 people - and Pagabo clients engaging with the series have undertaken procurement projects worth £1.3m.

## The concept

Pagabo Live was launched in January 2024 with a clear focus:

- To consolidate Pagabo's position as a leading framework provider in construction
- To promote public sector awareness through discussions by industry experts
- To drive loyalty and advocacy among existing clients

Each monthly hour-long panel was carefully devised to include:

- A pre-planned 45-minute question segment from the host to the panel
- A 15-minute audience Q&A
- Multiple-choice questions for those joining online throughout - with responses informing the conversation

The online sessions are then followed up with

- A supporting email and social media marketing campaign
- A written article summarising the key discussion topics
- Podcast versions of the session uploaded to Spotify

pieces of content  
from eight sessions

33

Sign-ups - target  
smashed in six months

1,000

Pagabo revenue

£459,000

Return on investment

42%

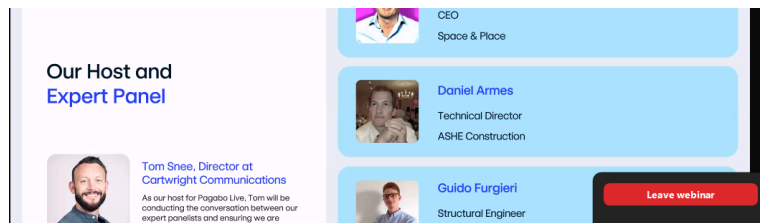
## The execution

Four key areas were addressed:

- Selecting the best calibre experts - their knowledge and experience were crucial in engaging and informing the audience
- Drawing a wide public sector audience - Pagabo has a significant database of contacts through its work with more than 400 public sector and local authority clients
- Choosing the right host - Cartwright's Tom Snee has extensive video and webinar production experience and deep construction and procurement knowledge
- Creating follow-up content from each webinar to extend audience reach

## ROI

Our successful series has led to procurement deals for Pagabo clients, valued at £1.3m. With a resulting £459,000 revenue and project costs for the first six months estimated at £10,826, this represents a return on investment of 42%.



“The Cartwright team has been a huge part of the Pagabo Live series right from its inception. They immediately understood the brief and helped us develop the content from the ground up, and their intrinsic understanding of the built environment has meant that it has been a seamless partnership across both the webinars themselves and the follow-up content. The overall project has represented fantastic value for money for us, and we couldn't have delivered it without Cartwright's expert help.”

**Ben Mackay, marketing manager at Pagabo**